

**DECLARATION AND POWER OF ATTORNEY  
(Utility Patent Application)**

As a below named inventor, I hereby declare:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below), of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED  
USER-TRANSPARENT NETWORK-DISTRIBUTED ADVERTISING  
AND FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT,  
SO DISTRIBUTED, THROUGH A WEB BROWSER IN RESPONSE  
TO A USER CLICK-STREAM**

the specification of which:

is attached hereto  
xx was filed on January 26, 1999 as Application Serial  
No. 09/237,718 with amendment(s) filed \_\_\_\_\_  
was filed as PCT international application:  
serial number \_\_\_\_\_ on \_\_\_\_\_  
and was amended under PCT Article 19 on \_\_\_\_\_

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations section 1.56.

I hereby claim foreign priority benefits under Section 119 of Title 35, United States Code for the above-identified US patent application based on the patent or inventor's certificate identified below and having a filing date before that of the US patent application for which priority is claimed:

<u>Application No</u>	<u>Country</u>	<u>Filing Date</u>	<u>Priority Claimed</u>
			<u>under 35 USC 119</u>

NONE

I hereby claim the benefit under Section 120 and/or Section 119(e) of Title 35 of the United States Code of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by Section 112 of Title 35 of the United States Code, I acknowledge the duty to disclose material information, as defined in Section 1.56 of Title 37 of the Code of Federal Regulations, which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

<u>Application Serial No.</u>	<u>Filing Date</u>	<u>Patented</u>	<u>Pending</u>	<u>Abandoned</u>	<u>Status</u>
09/080,165	May 15, 1998				X

Power of attorney:

As a named inventor, I hereby appoint:

Peter L. Michaelson (Reg. No. 30,090)  
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Ronald L. Drumheller (Reg. No. 25,674)  
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as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

Direct all correspondence to Customer Number 007265 at the following address:

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Parkway 109 Office Center  
328 Newman Springs Road  
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Red Bank, New Jersey 07701.

Direct all telephone calls to: (732) 530-6671.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or

imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

First inventor:

Full name: LANDSMAN  
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Date: 3/11/99

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Date: 03/04/99

PTO/SB/10 (1-99)

Approved for use through 08/30/2000, OMB 0651-0031  
Patent and Trademark Office U.S. DEPARTMENT OF COMMERCE

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**STATEMENT CLAIMING SMALL ENTITY STATUS  
(37 CFR 1.9(f) & 1.27(c))~SMALL BUSINESS CONCERN**
Docket Number (Optional)  
**UCC-1/CIP**Applicant, Patentee, or Identifier: **Rick W. LANDSMAN, Wei-Yeh LEE**Application or Patent No.: **09/237,718**Filed or Issued: **January 26, 1999**Title: **A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED USER TRANSPARENT NETWORK-DISTRIBUTED INTERSTITIAL WEB ADVERTISING THROUGH USE OF AN ADVERTISING TAG EMBEDDED IN A REFERRING WEB PAGE (as amended)**

I hereby state that I am:

- the owner of the small business concern identified below.  
 an official of the small business concern empowered to act on behalf of the concern identified below.

NAME OF SMALL BUSINESS CONCERN: **Unicast Communications Corporation**ADDRESS OF SMALL BUSINESS CONCERN: **650 Fifth Avenue, 9th Floor  
New York, NY 10019**

I hereby state that the above identified small business concern qualifies as a small business concern as defined in 13 CFR Part 121 for purposes of paying reduced fees to the United States Patent and Trademark Office. Questions related to size standards for a small business concern may be directed to: Small Business Administration, Size Standards Staff, 409 Third Street, SW, Washington, DC 20416.

I hereby state that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention described in:

- the specification filed herewith, with file as listed above.  
 the application identified above.  
 the patent identified above.

If the rights held by the above identified small business concern are not exclusive, each individual, concern, or organization having rights in the invention must file separate statements as to their status as small entities, and no rights to the invention are held by any person, other than the inventor, who would not qualify as an independent inventor under 37 CFR 1.9(c) if that person made the invention, or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d), or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern, or organization having any rights in the invention is listed below.  
 no such person, concern, or organization exists.  
 each such person, concern, or organization is listed below.

Separate statements are required from each named person, concern or organization having rights to the invention stating their status as small entities. (37 CFR 1.27)

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the certificated issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

NAME OF PERSON SIGNING: **Richard V. Hopple**TITLE OF PERSON IF OTHER THAN OWNER: **Chairman & CEO**ADDRESS OF PERSON SIGNING: **650 Fifth Avenue, 9th Floor****New York, NY 10019**SIGNATURE: **Hopple** DATE: **7/11/99**

**Burden Hour Statement:** This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.